



Unified Communication Solutions
Business Intelligence
ISV/Software Solutions
Information Worker Solutions
Custom Development Solutions



XELLERATION'S PATH TO PERFECTION

“A SUCCESS STORY”

Our Beginning:

As 2010 commences, the entire world is poised for an exciting, cutting edge technological upward spiral. Microsoft begins the new decade with a plethora of new releases. From SharePoint and Office 2010 to Windows 7, Microsoft has an abundance of new tools ready to set sail. 2010 also serves as a momentous year for Xelleration. Approaching our 10 year anniversary, we have not only solidified ourselves as a workflow automation and technology solutions company, but also as an established and thriving **Microsoft Gold Certified** and **Managed Partner**. Over the years the union between Microsoft and Xelleration has evolved into a seamless operation; nevertheless, this hasn't always been the case. Xelleration has made quite the journey throughout the last 10 years from being a small IBM operation to a leading regional Microsoft solutions expert.

*Conversion from an IBM to
a Microsoft Partner*



Xelleration was originally formed as a result of the incompetency's that existed within the technology services market. When Xelleration first launched, the realm of workflow was dominated by **IBM Lotus Notes** and creating custom Notes applications. With a lot of hard work and dedication, Xelleration made its mark in the Lotus Notes community and became a trusted and loyal partner. However as time passed the Lotus Notes product hit its peak and slowly began to dissolve. The world of workflow automation was changing and Xelleration faced the struggle of transitioning as a company and becoming more relevant in the new world of workflow automation, or becoming obsolete in the market. Around this time Xelleration began to take notice of the consequential growth of Microsoft, with more and more customers migrating to SharePoint, Xelleration had found a real alternative to Lotus Notes. It was at this point that Xelleration made the strategic and challenging play to abandon its Notes practice and focus primarily on Microsoft. Change is not always smooth and easy. When

Xelleration made the strategic decision to move away from Lotus Notes and embrace Microsoft, the internal team members were hesitant and at times skeptical of this change. However, once the team realized that the skills and knowledge they had acquired over the years were becoming obsolete, Xelleration came up with an in-house training program that combined our knowledge in the workflow automation space, as well as the vast amount of material available from Microsoft online. This training program not only focused on how best to migrate Lotus Notes Applications to Microsoft, but also how to create and most effectively architect custom workflow applications using Microsoft tools and technologies.

Xelleration is a consulting and technology solutions company providing Business Intelligence and Office Automation solutions built around Human Workflow Automation (HWS), Business Process Management (BPM), Business Process Integration (BPI) and Collaborative Document Management (CDM).

Moving Forward

Over the last decade, Xelleration has progressively evolved from a sole Lotus Notes practice to becoming a mostly **Microsoft Solutions Provider**, taking the SCRUM methodology and synergizing it with our own best practices for a very rapid and agile delivery model and development practice. Xelleration has also relied heavily on the due diligence of our local PAM’s who have successfully guided us through the process and led us into the Microsoft managed fold. Due to this evolution, Xelleration has stayed relevant gaining credit in the Microsoft community and the general workflow automation industry. In the past three years alone our Microsoft practice has increased from 25 percent of our overall business to over 70 percent. Customers considering migrating from Lotus Notes to SharePoint have found solace in the fact that Xelleration itself has successfully transitioned to Microsoft and as a result have made Xelleration their trusted partner for advice. Xelleration has used their knowledge and expertise surrounding Lotus Notes to help many customers transition to SharePoint in the most efficient and non-invasive manner. ***Our expertise in this area has been quite lucrative, bringing forth over \$350K in revenue from just Lotus Notes migrations alone.***

Learning and Building the Microsoft Practice

Xelleration has a growing demand for application migrations to the Microsoft platform and sees this as a continuing trend. Xelleration has developed a very effective **5 Step Migration Methodology** that has enabled us to perform several migration projects from Lotus Notes/Domino to Microsoft Exchange and SharePoint. This methodology has given Xelleration a tremendous edge in being not only repeatable, but also agile and effective in helping customers convert their strategic messaging and workflow automation systems into a Microsoft platform and environment with confidence. Xelleration is part of the Microsoft Notes compete team and continues to be recognized by Microsoft and others as a partner who continues to evolve and improve this methodology and best practices, providing the best, the fastest and the safest migration to Microsoft technologies. In fact the model is so effective that Xelleration is now using this methodology for nearly all migration projects including Oracle, Autonomy

and other vendors to Microsoft. Here is a case study that was written by Microsoft acknowledging Xelleration and its success with migrating customers from Lotus Notes to Microsoft.

http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000005005

Using Microsoft Workflow Framework built around

SharePoint Server | SQL Server | BI Server | Silverlight and the .NET Framework

Customer Experience

Xelleration's delivery methodology has been fine tuned throughout the years; however our core principles and strategic vision have remained intact. Our primary focus has always been our customers. We have always worked to not just meet but exceed their expectations. Our philosophy has always been "to listen to our customers, ask questions, then ask again, and work to excel in our delivery" – Mo Khan, General Manager Xelleration. We have never aspired to be a one hit wonder and our focus has never centered on quantity, it has always been about the quality of our work as well as the relationships we have built with our clients and partners. Retaining our existing clients is just as important to us as uncovering new opportunities. We strive to build a relationship and to become an extension of our customer's core foundation. We want to be viewed as a trusted partner rather than just another vendor. We aim to be an addition to an organization, an extra set of hands that add value and it has always been critical to us that our clients are provided with the most optimum mix of technology resources to maximize the return on their investment. We have always strived to focus on a couple of core Microsoft competencies rather than expanding our areas of expertise and hence risking the outcome of becoming diluted. We want to be the best at what we do; we would rather know everything about a few things rather than know a little about everything. Our due diligence has not gone unnoticed, **Xelleration has been awarded the "Best Customer Experience and Satisfaction Award" from Microsoft in 2007, 2008, 2009 and 2010.**

Acquiring and Converting Customers

Circle of Trust

Just as our customers are important to us, so are our partners. Similar to our philosophy on our core competencies, we at Xelleration have always tried to partner strategically. We would rather have solid relations with a few partners' rather than casual alignments with several partners. We believe in a trust approach with our partners that is strategic and value driven, thus helping them to solidify their existing relationships they have with their customers. We stay engaged and focused after the completion of projects, offering more of a planned consultative approach rather than just developer based approach.

Growing the Microsoft Practice with Microsoft and Partners

Xelleration has not only succeeded by creating a circle of trust with partners, we have also flourished in the community by always leading with a friendly and collaborative approach towards partnership. ***Xelleration's partner revenue from the last two years has surpassed \$750K.***

What is Workflow?

"The automation of a business process, in whole or in part, during which documents, information or tasks are passed from one participant* to another for action, according to a set of procedural rules"

*participant = resource (human or machine)

Packaged Service Vouchers

Xelleration has further expanded its partner offering by utilizing Microsoft's Packaged Service Vouchers. These vouchers are allocated to a customer based on their EA agreement and only a packaged service certified Microsoft partner can redeem them and provide services to that customer. ***Xelleration is one of the few Microsoft partners that are certified to offer all of the packaged service offerings.*** We participate in SharePoint deployment and planning services, desktop deployment and planning services, Exchange deployment and planning services as well as business value planning services. From a budget standpoint, the packaged services days are a great way for us to get our foot in the door and do something comparable to a proof of concept in order to demonstrate what the technology can actually offer the company. In return this allows the client to see the value so they can get the support that they need to promote the upgrades and projects internally. In the short time we have been participating in this program we have redeemed over 110 vouchers bringing in over ***\$110K*** in revenue. In addition, we have more than tripled that revenue from re-occurring business that was originally generated through the packaged services. In regard to Xelleration, the packaged services have successfully helped us grow as an organization, strategically entering new opportunities as well as retaining existing clients by adding additional value.

Maximizing Microsoft Partnership

After 10 years as a company, Xelleration is confident that it has positioned itself to lead the way of the new future of workflow solutions together with Microsoft. Excited for the paradigm shift that is taking place; we want our legacy to be that of a Solutions Provider that has always remained loyal to its customers, its partners as well as Microsoft and has given the workflow automation industry many technologically impressive solutions that have contributed greatly towards the growth, success and stability of its customers and partners.

The Future is Unlimited

Sincerely,

Kellation Sales and Marketing Team



KELLERATION

Microsoft "Best Customer Satisfaction" Award for 2007, 2008, 2009 and 2010

Microsoft "Best Teamwork" Award for 2008

Microsoft "Global BI Contest Winner" for 2009

Top 100 company in Orange County

Xell-ence is achieved through a philosophy of "Underpromise and Overdeliver" at Kellation